

DANA POINT TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD

Tuesday, March 1, 2016 at 1:00p.m.

City of Dana Point Public Works Conference Room
33282 Golden Lantern, #212, Dana Point, CA 92629

CALL TO ORDER at 1:03pm

ROLL CALL

Advisory Board Members Present:

Jim Samuels, Laguna Cliffs Marriott Resort & Spa
Bruce Brainerd, Ritz-Carlton, Laguna Niguel
Ian Pullan, St. Regis Monarch Beach Resort & Spa
Richard Uribe, Doubletree Suites by Hilton Doheny Beach (1:16pm)

PUBLIC COMMENTS

None.

CONSENT CALENDAR

1. Approval of Meeting Minutes – February 17, 2016

Jim Samuels made a motion approve the minutes from the February 17, 2016 special meeting; Ian Pullan seconded the motion. The motion carried by the following vote:

AYES: Jim Samuels, Bruce Brainerd, Ian Pullan

NAYS: None

Absent: Richard Uribe

NEW BUSINESS

2. Workshop Discussion with Civitas Regarding Creation of a Destination Marketing Organization

The Advisory Board was briefed by Melanee Cottrill from Civitas on the procedures to create a Destination Marketing Organization (DMO). Civitas would help guide the Advisory Board through the process, which can take 12-18 months. Civitas would charge \$6,000 plus third party fees and expenses to create the DMO. It was moved by Bruce Brainerd to contract with Civitas to create the DMO for the TBID; Jim Samuels seconded the motion. The motion was carried by the following vote:

AYES: Jim Samuels, Bruce Brainerd, Ian Pullan, Richard Uribe

NAYS: None

3. Review of Third Party Meeting Providers

Judy Bijlani briefed the Advisory Board on the status of the third party meeting providers. Currently, agreements with CVENT Helms Briscoe and Conference Direct have expired. Jim Samuels commented that there should be future discussions on the percentage of commission that should be given to the third party meeting providers. It was agreed that Ms. Bijlani should meet with the sales directors of the four hotels to develop a recommended commission program for Advisory Board consideration.

4. Review of TBID Website and Social Media Management

Judy Bijlani briefed the Board on her review of the current mydanapoint.com website, as well as the level of social media being utilized. In her evaluation of the website, she found that there were many broken links, an out of date site map, and typographical errors. Ms. Bijlani received a quote from a marketing firm (Armitage) to help manage, update and host the website in the amount of \$28,800 for three months. It was moved by Bruce Brainerd to contract with Armitage for 90 days, with the condition that Ms. Bijlani develop an RFP for a longer term contract; Richard Uribe seconded the motion. The motion carried by the following vote:

AYES: Jim Samuels, Bruce Brainerd, Ian Pullan, Richard Uribe

NAYS: None

5. Interim Public Relations Services

Judy Bijlani briefed the Advisory Board on the option of buying the Dana Point Trip Advisor webpage. This would give the Advisory Board another audience to capture and be able to control the information that is on the webpage. The cost to own the webpage is \$15,000. It was motioned by Bruce Brainerd to buy the Dana Point Trip Advisor webpage; Ian Pullan seconded this motion. The motion carried by the following vote:

AYES: Bruce Brainerd, Ian Pullan, Richard Uribe

NAYS: None

Absent: Jim Samuels

BOARD MEMBER AND STAFF COMMENTS

Advisory Board Member Comments - None

Staff Comments - None

ADJOURNMENT at 2:24pm